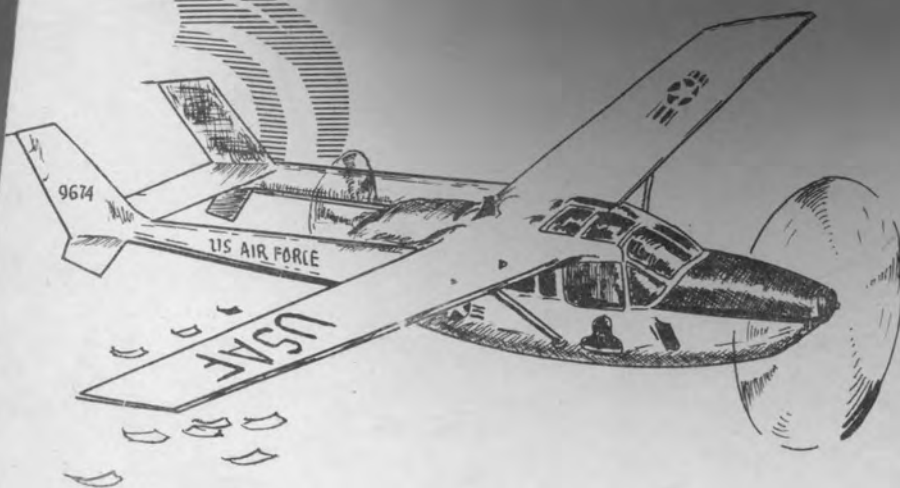
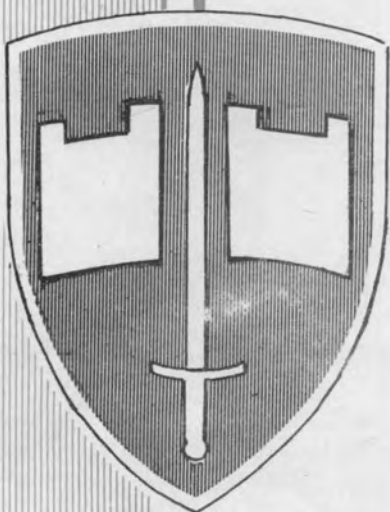


PHIL KATZ



PSYOP

NEWSLETTER



HEADQUARTERS
UNITED STATES MILITARY ASSISTANCE COMMAND, VIETNAM
Office of the Psychological Operations Directorate
APO San Francisco 96222

MACPD

15 July 1968

Volume III No. 7

SUBJECT: PSYOP Newsletter

SEE DISTRIBUTION

1. PSYOP Effectiveness

The largest mass surrender of the Vietnam war was facilitated last month by Vietnamese and American PSYOP teams working in Saigon's northern suburbs. 141 Viet Cong and North Vietnamese soldiers, remnants of the enemy's Quyet Thang regiment, rallied or were captured by GVN forces.

On 5 June elements of the ARVN 50th POLWAR Battalion and the US Army 4th PSYOP Group started conducting leaflet and loudspeaker missions over enemy positions in Cholon and Gia Dinh. The first of the enemy defected on 6 June. Four days later a VC company commander and 33 of his men rallied to ARVN forces. This was followed by a squad leader and the remaining dozen members of his unit. The squad leader carried a safe conduct pass dropped by airborne PSYOP teams of the 6th Battalion 4th PSYOP Group.

Meanwhile, the Viet Cong Quyet Thang Regiment was losing men and equipment in frequent contact with ARVN Forces. The unit's commander was killed and, by 17 June only 200 were still alive, less than half the regiment's original strength. Of these 80 were wounded. The unit's deputy commander, Captain Pham Van Xuong, rallied to the ARVN 5th Airborne Battalion in Gia Dinh, carrying an Allied surrender leaflet.

At the urging of the 50th POLWAR Battalion, Captain Xuong recorded a surrender appeal stating that he was being well treated and advocating that his former subordinates defect by pointing out the hopelessness of their situation. The message was repeatedly broadcast by airborne and ground loudspeaker teams in Gia Dinh on the night of 17 June and the following day.

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By noon on 18 June ARVN Marines had received more than 100 defectors.

Six officers from the Quyet Thang Regiment credited the PSYOP broadcasts with convincing them to surrender.

A "quick reaction" team from the 4th PSYOP Group met with five of the ralliers and produced a leaflet urging any remaining members of the regiment to give themselves up. The leaflet was dropped on 19 June, advising enemy soldiers still hiding in the area that their comrades were "well treated, and had received food and medical attention."

One defector said that he realized "VC promises were only propaganda." Another explained that, free of communist control, he would try "to rebuild the country--my country."

Once again, the imaginative use of PSYOP in conjunction with firepower in a tactical situation has demonstrated its efficacy.

To obtain maximum advantage from this mass defection, a series of leaflets and posters exploiting the Gia Dinh ralliers is being developed. As each leaflet/poster is approved, negatives will be provided each of the PSYOP Battalions for local reproduction.

2. JUSPAO STATIONERY

Four new 8 x 10 1/2 stationery sheets (4 leaflets per sheet) are now available and can be ordered from JUSPAO through normal CORDS/POD channels. The various themes depicted and identification numbers are as follows:

"Weapons Rewards and Returnee Benefits"	#2632 (Black and White)
"We are Determined to Defend Our Nation"	#2592 (Four color)
"Tran Hung Dao"	#1707A (Four color)
"Le Loi"	#1668A (Four color)

3. LEAFLET SELECTION AND DISSEMINATION

One of the findings in a review of World War II and Korean War leaflet dissemination operations was that "the practices employed for leafletting were not based on sound criteria, but arose out of the judgment of individuals of varying degrees and fields of experience." Because of the lack of a formal training or school

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instruction in proper leaflet dissemination techniques, this finding may well apply to leaflet operations in Vietnam.

Considerable research and testing have been conducted on leaflet operations; both data and techniques have been developed to a point where well trained personnel can and have placed leaflets on targets over a hundred miles from the aircraft release point. Most leaflet operations in South Vietnam are conducted from relatively low altitudes of around 3,000 feet. The basic principles of leaflet dissemination remain the same regardless of whether the altitude is 50,000 feet or 500 feet. The major difference is in the training received. Personnel engaged in high altitude leaflet operations receive up to 90 hours of formal class room instruction, whereas the average operator in South Vietnam has not received any formal training. The large number of personnel engaged in leaflet dissemination coupled with the very rapid turnover of personnel has made it a near impossible task to overcome this deficiency.

Studies and tests have shown that the psyoperator can partially overcome the problems resulting from use of inexperienced dissemination personnel, excessive leaflet concentration and insufficient target coverage through use of proper leaflet size and paper weight selection. Current practice in many PSYOP facilities is to print leaflets in a size designed primarily to permit accommodation of the PSYOP presses. For example, the primary reason for a 5x8 inch leaflet is that the sheet size for most presses is 10x16 inches. The common leaflet size of 5x4 inch results from cutting the larger 5x8 inch leaflet in half thereby assuring eight leaflets on a single 10x16 inch sheet. This is normally done in the name of economy. However, it can often be the most uneconomical thing to do. Common leaflet sizes such as the 5x7, 5x8, 5x8, 5x4, etc., have such unfavorable aerial dissemination characteristics as to preclude their being placed on the target consistently even by school trained, experienced dissemination personnel. FM 33-5 states "it is a waste of effort to print an effective message on a leaflet whose aerodynamic characteristics are sufficiently unfavorable to preclude its being dropped on the target."

Personnel engaged in leaflet printing and preparation should review FM 33-5 and adjust their leaflet size selection based upon data contained therein. For aerial leaflet dissemination throughout South Vietnam, the 6x3 inch leaflet on 20 and 16 pound paper (also known as 50 and 40 pound paper) are considered superior to all other leaflet sizes. FM 33-5 states "this leaflet size and these paper weights have very favorable aerial dissemination characteristics and can be more effectively disseminated by inexperienced personnel than any other known leaflet."

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Some psyoperators have been reluctant to use this size because it does not properly accommodate the 10 1/2 x 16 inch press sheet. Keeping in mind the above two statements quoted from FM 33-5, the operator should realize that discarding 25% of the paper in the cutting process is preferable to "discarding" up to 100% in the dissemination process due to poor leaflet size selection. 

In the past, leaflet size selection and testing was based upon an arbitrary selection not compatible with PSYOP presses. (For example, the 6x3 inch leaflet size was arrived at as one of ten leaflets tested with one side of 6 inches and the other side with aspect ratio of 1.00 (6x6 inches), 1.25 (6x4.8 inches), 1.50 (6x4 inches), etc., down to aspect ratio of 4.00 (6x1.5 inches). Action is being taken by the Psychological Operations Directorate, MACV, to develop a wider selection of leaflet sizes. This will afford the psyoperator a choice of sizes for the specific PSYOP message being considered, accommodate the press with little or no scrap waste and still permit efficient aerial dissemination by inexperienced personnel.

Development of leaflet sizes and dissemination data is a tedious and time consuming process, and until the necessary data are developed, personnel are requested to review FM 33-5 and adjust current practices to conform with those recommended.

4. ALLIED PSYOP

Shortly after the enemy's unsuccessful TET offensive, Le Vinh Can, senior surgeon of the 1st NVA Division, rallied to elements of the 4th Infantry Division operating near Pleiku. Subsequently, he has found himself playing a very active role in PSYOP programs.

Dr. Can had become disenchanted with the communist cause and expressed a desire to share his views with his former comrades. The 4th Infantry Division asked the 4th PSYOP Group to plan and produce a quick reaction leaflet. The Group received a photo of Dr. Can, together with his handwritten letter to the men of the 1st NVA Division, and less than four hours later an 8x10 inch, two color, four page booklet was coming off the presses at the Group's Saigon printing facility.

On March 2, Senior Captain Vu Nhu Y, a 1st NVA Division battalion commander, rallied to the 4th Infantry Division. He carried a copy of Dr. Can's leaflet. In an attempt to stop further defections, NVA propagandists claimed that ralliers were exploited by the Allies and then executed. To counter this NVA effort the 4th PSYOP Group was requested to prepare a follow-up appeal from Dr. Can. He readily agreed, wrote another letter to his former comrades and was photographed at two Saigon locations. The leaflet was quickly printed and air dropped over

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known 1st NVA positions.

On April 21, the 4th PSYOP Group received word that two 1st NVA NCOs had rallied. Both had seen Dr. Can's leaflets but had been told that he and Captain Y had been executed.

Dr. Le Vinh Can, Captain Vu Nhu Y and the two NCOs were brought together in Saigon's John F. Kennedy Square on May 3. Another leaflet, picturing this reunion of the four ralliers is being prepared. This leaflet, showing Dr. Can with the two recent ralliers, will definitely fix the time of this appeal and prove that he is happy, well treated and most importantly that he has been accepted into the GVN's free society.

5. PSYOP IN SUPPORT OF "CORDON & SEARCH" OPERATIONS

"Cordon & Search" operations offer a fertile opportunity for the psyoperator to communicate effectively with the populace. Prior to the actual operation, it is highly desirable to develop a PSYOP plan to identify the vulnerabilities of the proposed target audience. This plan should include a careful selection of appropriate media and themes. Likewise, all the equipment to be used should be checked in advance of the operation to insure effective performance when needed.

In selection of media, it should be remembered that face to face communication, cultural shows, and TV are considered to be most effective in PSYOP. Next in order of effectiveness are films, tapes, radio and finally posters and leaflets. However a combination of any of the above is ordinarily more efficacious than any one medium.

6. LEAFLET DESIGNATIONS EXPLAINED

The multiplicity of leaflet designations has kept apace of the rapid expansion of psychological operations in Vietnam during the past few years. Coupled with the constant turnover of personnel, this fact has resulted in some confusion regarding the various affixes to leaflet designations. For this reason, the following list of explanations is intended as a permanent reference for PSYOP personnel. Included are all designations used currently (and in the past) in national campaigns. In some cases, the information given is minimal to avoid connection with classified material.

a. Prefixes

A - followed by varying numbers and letters indicates a leaflet developed by RVNAF, e.g., A5V4.

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CP - (Camel Path) followed by a two, three or four digit number indicates a leaflet developed for use in the campaign of the same name, e.g., CP-1385A. This entire series has been cancelled.

BV - followed by varying numbers and letters indicates a leaflet developed by RVNAF, e.g., BV15AH2268, BVMT68/3

HQ - (Headquarters) followed by hyphenated numbers of varying length indicates a leaflet developed by 6th PSYOP Bn. (now 4th PSYOP Gp.) for use in-country, e.g., HQ-I-68

P - (PAVN now NVA) followed by a two digit number indicates a leaflet developed for use against NVA in country, e.g., P-04. This entire series has been cancelled.

R - followed by a single digit indicates a scrap leaflet designed for various campaigns, e.g., R-4.

S - (SLAM) followed by a one or two digit number indicates a leaflet developed for the campaign of the same name which has been superseded by the TRAIL campaign, e.g., S-3.

SP - (Special Project) followed by a three or four digit number indicates a leaflet developed for use in-country, e.g., SP-2263, SP-927A. This prefix has been discontinued and is used on re-orders of old leaflets only in those instances where it is necessary to prevent confusion with leaflets of another campaign.

T - (TRAIL) followed by a two or three digit number indicates a leaflet developed for the campaign of the same name, e.g., T-06, T-019.

X - followed by a single digit indicates a scrap leaflet designed for various campaigns, e.g., X-2.

b. Suffixes

A, B, C, etc., refer variously to versions (e.g., 73C) and revisions (e.g., SP-893B) and sometimes merely to indicate one of a series (e.g., 113F).

L - (light) following a numeric designation indicates a leaflet altered in paperweight to take advantage of prevailing light winds. This suffix is used only when two leaflets of different weights are otherwise identical with each other, e.g., T-26 is on 20 lb paper while T-26L is on 16 lb paper.

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R - (revised) indicates a revision to the text of a leaflet. This suffix is found currently only on post B-52 strike leaflets, e.g., 146-66-R.

S - (summer) indicates a 6x2.4 inch leaflet on 13 lb paper, e.g., 116S.

T - (TRAIL) following a two or three digit number indicates a leaflet designed for one campaign and altered in dimension and/or content for use in the TRAIL campaign, e.g., 76T.

c. All number designations:

(1) Hyphenated numbers beginning with 19, 244, 245 or 246 were produced by the (now de-activated) PSYOP companies of the same, respective designation. The letters "N" and "P" following 245 refer to the Nha Trang and Pleiku locations, respectively, e.g., 245(N)-36-66.

(2) Hyphenated numbers beginning with 4, 6, 7, 8 or 10 refer to leaflets developed by the HQ 4th PSYOP Group or one of the corresponding subordinate battalions, e.g., 4-46-67.

(3) One, two or three digit numbers refer to leaflets designed for use in NVN, e.g., 82, 104.

(4) Other numerical combinations are no longer identifiable.

7. PSYOP GUIDE

The revised edition of the PSYOP Guide was promulgated in early June. The publication has been well received and the demand has far exceeded the supply. A second printing is being accomplished and additional copies will be distributed as soon as they are available.

The new Guide represents a substantial increase in amount of information presented over that of the previous issue. All recipients of the guide are asked to forward any pertinent comments and recommendations to: Hq. MACV, ATTN: Psychological Operations Directorate, APO 96222. Suggestions received prior to 1 Dec 1968 will be used in determining the need for an update and republication of the Guide.

8. COMBINED CAMPAIGN PLAN AB 144

Preparation of next year's Combined Campaign Plan AB 144 has begun. Although the preparation of this plan will be the primary responsibility of the Joint General Staff, RVNAF, it will require the combined efforts of both the JGS and HQ MACV staffs. The planning schedule calls for final

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publication to be on or about 30 Sep 68. It is not known at this time whether there will be any major changes to the PSYOP Annex.

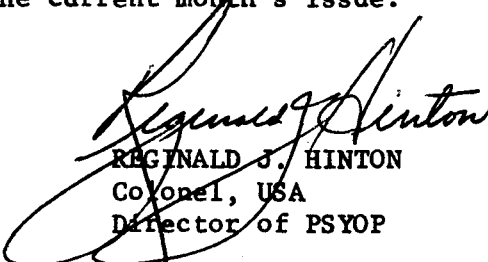
9. PRODUCTION REQUEST ERRORS

Delays in the processing of requests for new items from JUSPAO are being encountered due to incomplete JUSPAO Production Requests being submitted from the field. The most common oversight is non-completion of Section III (reverse side) of the Production Request. Some of the frequent errors noted when Section III is filled out are:

- #3. Primary Target Audience: Failure to specify type population, e.g., urban or rural.
- #4. Secondary Target Audience: Example - Population of VC held area, when the primary target audience is VC.
- #6. Method of Distribution: Common entries are "air dropped" or "by hand". In this block, please indicate the most appropriate agency to perform distribution, such as, VIS, APT, RD Team, etc.

NOTATE BENE

The purpose of the PSYOP Newsletter is to inform commanders, PSYOP personnel, and PSYWAR Advisors of the progress of psychological operations and to exchange ideas and lessons learned. Readers are requested to contribute items of interest to include credits to units and individuals as appropriate. Newsletter articles from all areas of the PSYOP Community must be received by no later than the 5th of each month for inclusion in the current month's issue.



REGINALD J. HINTON
Colonel, USA
Director of PSYOP

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DISTRIBUTION

I-A

Less MACAG, MACHC, MACDC, MACDMA, MAI

Plus 2-J-341, 110-MACCORDS, 45-MACPD, 25-MACT, 2-MACCO

II-A

Plus 20-Cdr, I Corps Adv Gp, 25-Cdr, II Corps Adv Gp

III-A

Plus 50-III MAF, 80-NAVFORV

IV-C

Plus 25-FWMAF

VII-A

Less OICC (RVN), ARC, DCAA, DCA-SAM

Plus 15-4th PSYOP Gp, 50-JUSPAO, 2-CINCUSARPAC, 2-CINCPACFLT, 2-CINCPACAF, 2-COMFMFPAC, 10-COMPHIBTRAPAC, 10-COMSEVENTHFLT, 5-SACSA, OJS, 5-ODCSOPS (SO), DA, 2-CNO, 2-USAF, SAWC, 10-JFKCENSPEWAR, 2-G3, HQ USMC, 2-7th PSYOP Gp, 5-AFXPD, HQ USAF, 5-C&GS College, 2-306th PSYOP Bn, 2-2nd PSYOP Bn, 2-US Army Armor School, 2-NIS/FSI, Dept of State, 35-14th Air Commando Wing, 5-525th MI Gp, 2-CO, USN Amphibious School, Lois Schaffner, Rm 524 AMEMB, 2-93d PSYOP Co, 2-7th VND Det, 6-315th AD, 6-374th TAC ALFT Wg, 6-8th TFW, C130 Msn Cmdr, 6-713th AF, 6-366 TFW, 2-CHWTO